

Message Text

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PAGE 01 MONROV 04486 011812Z

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SUBJ: MESURADO INTEREST IN JEEP AGENCY

REF: A) MONROVIA 4467 B) MONROVIA 1559, 3/18/74

SUMMARY: MESURADO GROUP INFORMED US IN CONFIDENCE THEY ANXIOUS ACQUIRE JEEP AGENCY AND POSSIBLY COMPLETE AMC LINE, AND HAVE WRITTEN AMC/JEEP. BELIEVE THIS SIGNIFICANT TRADE OPPORTUNITY AND REUEST COMMERCE CONTACT AMC/JEEP AND URGE SERIOUS CONSIDERATION. END SUMMARY.

1. VICE PRESIDENT FOR TRADING, COLLARO OF MESURADO GROUP OF COMPANIES CALLED ON COMMERCIAL ATTACHE JULY 31 TO REQUEST PRO-
DUCT INFO (REF A) AND INFORM OF REAL INTEREST IN ACQUIRING JEEP (AND POSSIBLY AMERICAN MOTORS) AGENCY FOR LIBERIA. SWISS AFRICAN TRADING CORP. (SATCO - WTDR 11/72) IS TRADING COMPANY AND MOTORS DEPARTMENT OF MESURADO GROUP (SEE WTDR REF B), AND PRESENTLY LIBERIA AGENCY FOR BRITISH LEYLAND WITH LAND ROVER MAJOR COMPONENT OF SALES. COLLARO SAID IN CONFIDENCE THAT MESURADO QTE FED UP UNQTE WITH BRITISH LEYLAND BECAUSE OF PROBLEMS IN DELIVERY AND SUPPLY PROBLEMS FOR VEHICLES AND SPARES, SLOPPY WORKMANSHIP AND PRICING. SINCE MESURADO MANAGEMENT LARGELY BRITISH, TENDENCY HAS BEEN TO GIVE FIRST CONSIDERATION TO US PRODUCTS, BUT COLLARO (NEWLY ARRIVED) NOW CONVINCED THAT AMC PRODUCT SUPERIOR AND MARKETING/DISTRIBUTION SYSTEM MORE RELIABLE. MESURADO ANXIOUS NEGOTIATE FOR AGENCY ASAP, AND WILL TERMINATE AGREEMENT
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PAGE 02 MONROV 04486 011812Z

WITH BRITISH LEYLAND IF NEGOTIATIONS SUCCESSFUL. COLLARO

WROTE AMC JULY 29 SO INDICATIONG.

2. MESURADO MOST INTERESTED IN JEEP LINE, BUT POSSIBLY ALSO INTERESTED IN AMC SMALL CAR LINE IF PART OF PACKAGE. ENTIRE JEEP LINE ATTRACTIVE, BUT CONSIDERS CJ-5/6 AND PARTICULARLY PICKUP TRUCK TO HAVE GREATEST SALES POTENTIAL IN LIBERIA. WAGONEER PROBABLY LESS SO. ALSO CONSIDERS JEEP NAME DEFINITE PLUS IN MARKETING. EXPECTS SOMEONE ELSE WOULD PICK UP LAND ROVER DISTRIBUTORSHIP, BUT FEELS SATCO MARKETING CLOUT AND GENERAL CUSTOMER DISENCHANTMENT WITH LR GIVES JEEP SIGNIFICANT EDGE.

3. IN EMBASSY VIEW THERE IS SIGNIFICANT MARKET POTENTIAL FOR PRODUCT. SATCO ANNUAL SALES PROBABLY EXCEED \$9 MILLION, AND IT UNDOUBTABLY COMPANY IN LIBERIA MOST CAPABLE OF PROPERLY HANDLING MAJOR VEHICLE LINE AND PROVIDING RELIABLE SPARES INVENTORY AND AFTERSERVIE (OF THOS COMPANIES PRESENTLY IN THE POSITION TO MAKE SERIOUS OFFER). SATCO LAND ROVER SALES PAST YEAR APPROX 200 VEHICLES; RANGE ROVER SALES APPROX 30. COLLARO EXPECTS JEEP SALES WOULD BE HIGHER BECAUSE OF NAME AND PRICE. ADDITIONALLY, SATCO MOST ANXIOUS CARRY PICKUP LINE (WHICH BRITISH LEYLAND CANNOT PROVIDE) AND EXPECTS ANNUAL SALES INITIALLY OF 100 TO 150. RUGGED VEHICLE LINE IDEALLY SUITED TO LIBERIA SITUATION. FYI: SATCO EARLIER IN YEAR DISCUSSED WITH INTERNATIONAL HARVESTER REGIONAL REP HANDLING IH LINE, BUT NEGOTIATIONS DID NOT PAN OUT. END FYI.

4. COLLARO PROVIDED BACKGROUND ON PREVIOUS NEGOTIATIONS BETWEEN SATCO AND AMC. HE INDICATED LATEST COMMUNICATION FROM AMC FEBRUARY 12, 1974, FROM CHARLES ROSMORDUC, REG. SALES MGR., INT. DIV. RESPONDING TO THEN SATCO MANAGER FRANCIS WARD'S PREVIOUS LETTER TO PAUL HARDY INDICATING THAT ARRANGEMENT WITH BRITISH LEYLANDPPRECLUDED TAKING ON ANY AMC LINES. COLLARO, IN JULY 29 LETTER TO AMC INT. DIV., INDICATED THAT HE HAD REVIEWED SITUATION AND THAT MESURADO NOW PEPAED TERMINATE ARRANGEMENT WITH BRITISH LEYLAND IN FAVOR AMC/JEEP (AGINA STRESSING CONFIDENTIALLY OF PROPOSAL).

5. QUESTION NOW ARISES AS TO STATUS OF AMC ARRANGEMENT WITH CHICRI BROTHERS INC. (WTDR 5/73). UPON TELEPHONE INQUIRY, LIMITED OFFICIAL USE

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PAGE 03 MONROV 04486 011812Z

CHICRI INDICATED THAT THEY AMC DEALER BUT DO NOT CARRY JEEPS. (COLLARO SAYS LATES IMPORT/SALES FIGURES FOR LIBERIA INDICATE CHICRI HAS SOLD THREE AMC VEHICLES SO FAR THIS YEAR.) CHICRI ALSO DEALER FOR VOLVO AND ISUZU AND APPARENTLY HAVING SOME PROBLEMS IN SUPPLY/MAINTNEANCE WHICH CAUSING CUSTOMER DISSATISFACTION. NO QUESTION IN OUR MIND THAT SATCO WOULD DO BETTER JOB WITH JEEP LINE PROVIDED IT GETS SUPPORT FROM U.S. MANUFACTURER. FYI: EMBASSY PREPARING WTDR/FTI UPDATES ON ALL

MESURADO COMPANIES, INCLUDING SATCO. END FYI.

6. ACTION REQUESTED: IN VIEW SIGNIFICANCE POTENTIAL THIS
TRADE OPPORTUNITY, EMBASSY FEELS COMMERCE SHOULD CONTACT JEEP
CORP. AND/OR AMC) INTERNATIONAL DIVISION, BRIEF THEM ON
SITUATION AND ASSURE THEM THAT MESURADO SERIOUSLY INTERESTED
AND WILL BE (IN OUR OPINION) AGGRESSIVE MARKETER. (PHONE:
313-493-2758) WOULD ALSO APPRECIATE BEING ADVISED ASAP OF
AMC/JEEP REACTION TO MESURADO APPROACH FOR REASONS RAISED
PARA 11, REF A. FYI: COLLARO WELCOMES USG ASSISTANCE IN
CONTACTING JEEP, AND APPRECIATIVE OF QTE JEEP FOR 1975 UNQTE
PROMOTIONAL PACKAGE PROVIDED BY EMBASSY.
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